

# Lightico's Compliant Sales Journey Automation for Telecoms

## The Problem: A Long and Difficult Customer Journey

In today's fast-paced consumer world, telesales agents lose far too many deals due to inefficient tools and workflows. But there is a better way. Lightico helps boost your teams' sales rates by streamlining sales processes to close more deals, faster, and with better compliance. With Lightico, agents complete entire sales journeys with customers through their mobile phones in real-time.

While on a call, agents invite the customer to a collaborative mobile zone via SMS, where they can instantly share

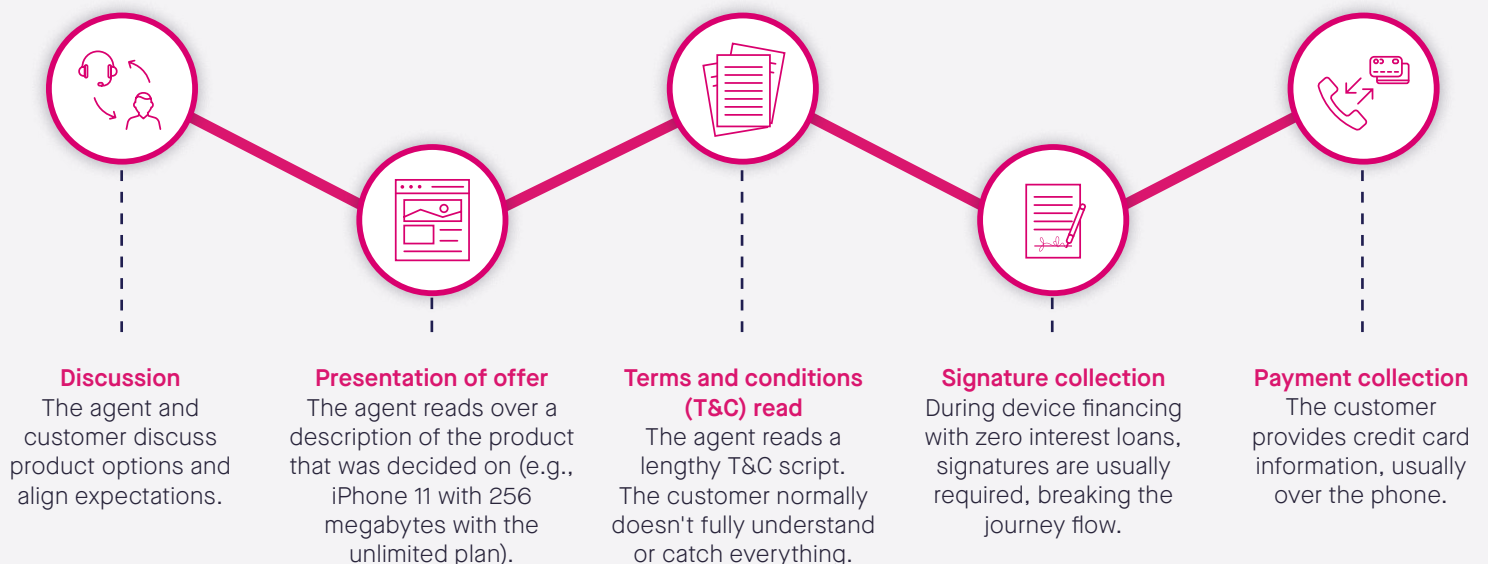
visual order summaries, device financing documents, and terms and conditions to ensure customers are on the same page and compliance requirements are met. Agents can also instantly collect eSignatures, digital consent, PCI-compliant digital payments, and more.

This document details some of the unique challenges of telecom sales, the pitfalls of traditional telecom sales processes, and how Lightico's dynamic workflow solution can lead to higher closure rates, better take rates, reduced AHT, and much more.

## The Stages of a Typical Telecom Sales Journey

Telecom sales processes are often complex and difficult to complete quickly, compliantly, and successfully over the phone. A sales representative has a limited amount of time to interest a customer in a telecom product, review the order, and collect the payment.

Here are some of the typical stages of an average telecom sales call:



## The Challenges of Traditional Telecoms Sales Calls



### Lack of visibility into the order summary

Representatives read out loud the often-complex order summary, which leads customers to sometimes misunderstand or mishear what they've just purchased. As a result, telecoms suffer from post-call cancellations. Customers receive their first bill, are surprised by what they're paying for, and call to cancel.



### Agent variability

Agents with varying experience and skill levels have to stop and think about how to pair product variations together with process, T&Cs, and relevant forms during the order summary process, and make decisions independently — impacting sales success rates and compliance rates.



### Lengthy sales scripts

Reading T&C scripts out loud is frustrating for both agents and the customers who are forced to listen. Customers often miss information or fail to understand, and it takes up precious time.



### High customer expectations

Today's consumers expect a visual, fast, and intuitive experience, thanks to their regular exposure to brands such as Amazon and Apple. Traditional over-the-phone telecom sales pale in comparison.

As we've seen, telecom sales are often characterized by manual, cumbersome processes that fall short of today's digital standards. This can have a detrimental impact on the KPIs telecoms value the most, leading to:

#### Inefficient compliance

Processes are prolonged, and misunderstandings are rampant.

#### Low NPS

Net Promoter Score (NPS) drops even before the point of sale due to lack of clarity.

#### Low eNPS

Customers are dissatisfied due to choppy processes and prolonged sales cycles.

#### Poor conversions/take rate

Disjointed sales cycles lead prospects to drop off from the process due to confusion or frustration.

#### Inconsistent compliance

Customers often interrupt the script-reading with questions, leading agents to miss parts and jeopardize compliance.

#### High post-call cancellation rate

Customers who failed to understand the details of their purchase are likely to cancel when they receive their first bill.

# The Solution: Smart and Digital End-to-End Telecom Sales

Lightico has re-imagined the traditional telecom sales process for the digital era by allowing agents to visually and collaboratively interact with customers while on the sales call.

The Lightico platform streamlines the entire telecom sales process by integrating these core capabilities:



## Product visualization

While on a call with an agent, customers simultaneously browse relevant products and add them to the cart.

**Results:** Better alignment, improved NPS.



## Real-time eSignatures

Customers easily provide consent through legally-binding, mobile-optimized eSignatures.

**Results:** Better compliance, improved NPS.



## Digital offer summary ("visual cart")

Agents don't just verbalize but show the customer's selected devices, accessory options, plans, and pricing. This helps get the customer excited and create a store-like experience.

**Results:** Better alignment, higher closure rate, and lower cancellations.



## Secure payments

Agents collect payment instantly via credit card with mobile-friendly, PCI compliant payment forms that eliminate all risk.

**Results:** Improved completion rates, better compliance, higher NPS.



## Instant T&Cs

A no-code workflow based on business logic automatically generates the digital T&C and relevant documents for signature based on the chosen offering. This helps prevent human error and eliminates the need for lengthy agent scripts.

**Results:** Zero errors, higher compliance rate, slashed AHT.



## Shared review

Customers and agents co-view the customer's bill at the end, adding a final layer of clarity and cementing trust.

**Result:** Slashed post-call cancellation rates.

## Automated Workflows Deliver a Compliant Customer Journey

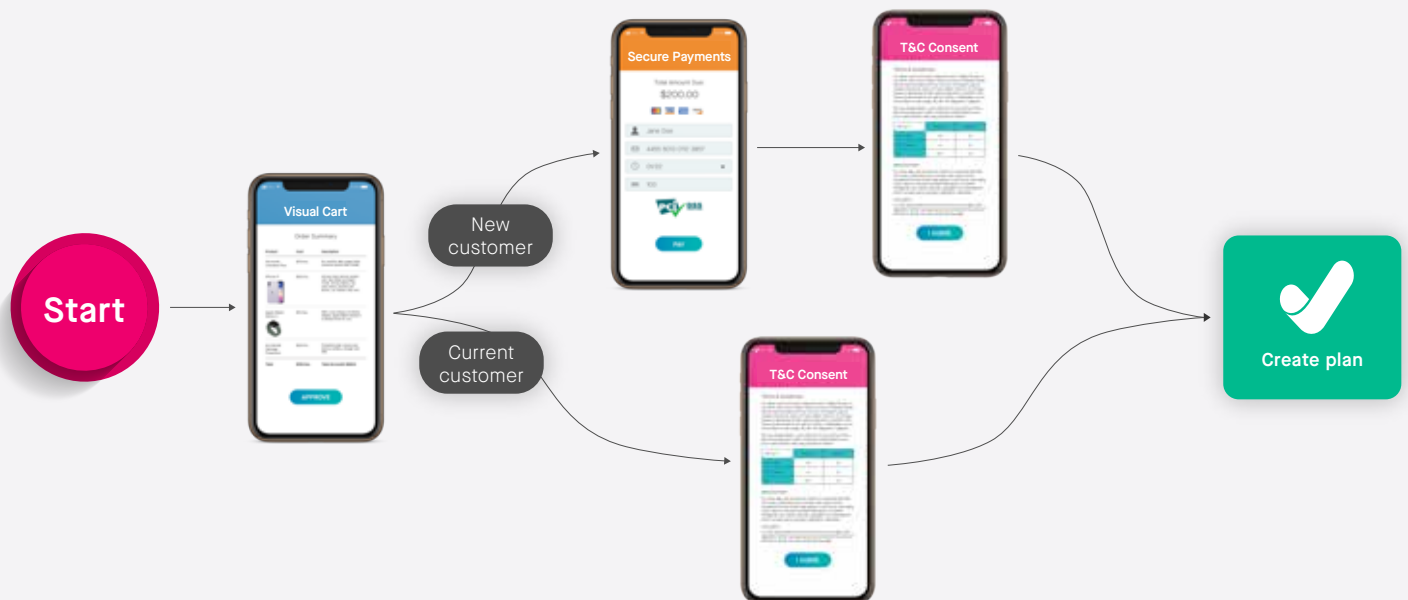
Traditional solutions force managers to turn to their IT department each time they want to make a change, and in many cases a change request needs to be raised with the vendor. This leads to inefficiencies and potential compliance lapses.

In contrast, we believe in empowering the people who know the processes best to make immediate adjustments to forms and other configurations without delay.

Companies that deploy Lightico's solution benefit from zero coding requirements from IT and development teams. Our customers easily configure and update workflows, forms, fields, and offerings from a user-friendly, drag-and-drop admin console.

### Optimize Product Sales and Servicing Requests with Automated Workflows

No-code workflows enable easy configuration of entire customer journeys. Add key capabilities and conditions to workflows to optimize KPIs in an agile way.



**35%**  
Increased  
FCR






**25%**  
Reduced  
AHT

**100%**  
Secure  
& Compliant

### Schedule Your Live Demo

to see how automated workflows  
simplify every customer journey

**Request a Demo**

 <p>G2</p>	   <p>4.9</p>	<p><b>Nicki G.</b> ★★★★★ 5/5</p> <p><b>“Really Simple to Use &amp; Great for Customers”</b></p> <p>"The simple, clear guidance for advisors, and the brilliant clarity for our customers. Using Lightico has reduced my call handling time, giving me more time to find out customer needs and provide great solutions. I really do want to shout about Lightico from the rooftops!! Its fab."</p>
 <p>Capterra</p>	 <p>4.9</p>	<p><b>Francis R.</b> ★★★★★ 5/5</p> <p><b>“Great Piece of Software”</b></p> <p>“Overall, Lightico has greatly improved my day-to-day working life. It has made things much easier, simpler and quicker. It is easy to fill in the documents required in a prompt manner to send to a customer for them to approve themselves and provides a better experience for both the customer and ourselves using it.”</p>

## Trusted by Industry Leaders



## About Lightico

Lightico's next generation platform for digital customer interactions empowers your agents to collect forms, documents, eSignatures, photos, consent to disclosures and to verify ID instantly while they have customers on the phone.

By simplifying customer interactions in the last mile of the customer journey, businesses make it easier for their customers to be their customers, earning their trust and loyalty, translating to higher profits.

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